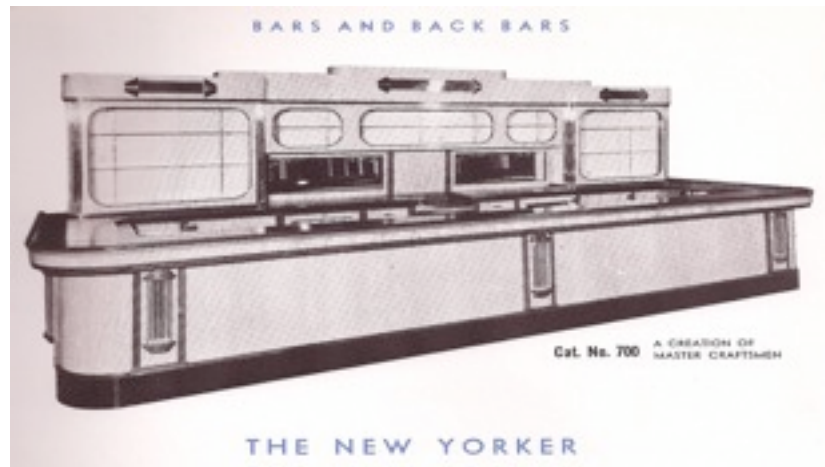


TheBarkeeper.com

A website dedicated to the On Premise Drink Industry



Volume II, Issue III

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Readers of this site should be of legal drinking age in the state or country they reside in.

Any & all information published on this website are the opinions of the author,
who is in no way responsible for actions of the readers.

Members of the eating & drinking establishment trade are expected to adhere to the practice of “*Responsible Beverage Service*”.

Cover Artwork/Illustration Explanation

Well.....the old guy acquired another great Bar and Tavern Equipment Catalogue issued by the Rapids Products Company, Inc. Cedar Rapids, Iowa, founded in 1930. I believe the issue date is about 1939, or 1940. The catalogue has eleven art deco designed bars, booths, chromium furniture, settee/davenports, chairs, stools and tables, drainboards, walk-in refrigerators, draft beer systems, coolers, condensers, faucets, regulators, tapping & circulation systems, bar rails, electric cocktail mixers, bar glassware & utensils, fans, cuspidors, etc. It is a full service catalogue, and a nice addition to our collection.

Barometer



U.S. Census Bureau News
“Advance Monthly Sales For Retail And Food Services
February 2010”

The statistics indicate that it is still a *tough* environment out there, with declining consumer confidence, continuing job losses, and consumers reluctant to increase their spending in eating & drinking establishments.

Sales declined - 0.3% in February, and the horrendous weather for that month could have been a contributing factor. March should provide us with a better idea of how the year might go.

Whether sales increase or decrease is mostly dependent upon industry operators, as management will have to continuously attempt to gain market share at the expense of their competitors, for that is where future growth will have to come from. More on this subject next month.

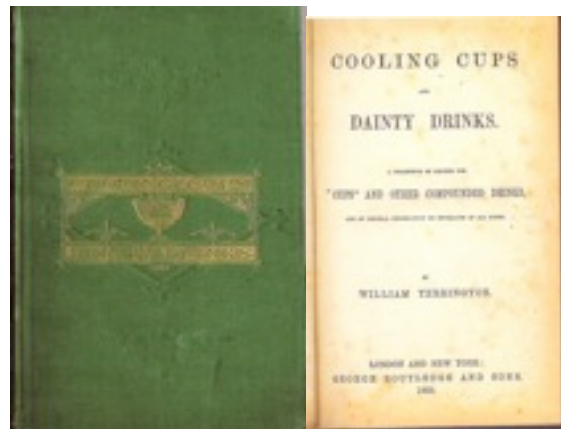


On March 17, 2010, Don Piraro the Illustrator/Mentor of Bizarro, published this *sign of the times* cartoon/political statement, which most certainly addresses some of today's reality.

Drink Books

“Cooling Cups and Dainty Drinks”
Author: William Terrington, 1869

In the Preface, the author states, “In a work purporting to touch upon every kind of Beverage, the reader will, of course, expect to find some account of the varied category of American drinks – of those transatlantic “notions” – many of which, owing to their racy character, are properly styled “Sensations” by our Yankee cousins. We can promise that in this respect he will have no reason to be dissatisfied, A choice collection of these is given, the greater part of which well deserve the celebrity that attaches to them; and, as an occasional relish, all may claim to be regarded as both wholesome and exhilarating.” One must admit that the author has provided readers an, objective, complimentary statement regarding American drinks, and their character.



The subtitle to this book reads: “A Collection Of Recipes For “Cups” And Other Compounded Drinks And Of General Information On Beverages Of All Kinds”, which it most certainly is.

The book is structured in two parts, with Part I, General Beverages, pertaining to the general composition and methods of producing and serving same. The first category listed is “Wines”, primarily the famous wines of Europe, with slight mention of wines from Australia, South Africa, and America, that wine being Catawba. There is also a section on wine storage, handling, decanting, bottling and finings.

The second category is “Alcohol”, which discusses the properties of Brandy, Whisky, Gin, Rum, Arrack, etc., with an explanation of the basic structure and production of each product. A point is made that by the author in the production of these products, is that there is “a great desideration among distillers in this country (England) to imitate foreign spirits, and they succeed to a tolerable degree of perfection”.

The third category listed is “Alcoholic Cordials”, with again the basic formulas outlined, and another similar point to be made, ie; “For general purposes, the use of liqueurs is much abridged by reason of their excessive cost; yet there are very many that can be successfully imitated, and become, by judicious treatment and age, equal to the elaborate foreign production, at about one-third or less of the cost”. As we have seen, this is a recurrent theme with numerous drink oriented books, reminiscent of the old DuPont Companies motto; “Better Living Through Chemistry”.

The fourth category addresses: “Liqueurs and Syrups”, and again we have the formulation for producing all these products detailed. This is quite an extensive category, with some really interesting recipes, which I believe are worthy of perusing.

Section five is a brief description of formulas for about eight different Bitters.

The balance of categories for Part I are; Ale and Beer (with history highlights), Aerated Beers, Cider and Mead, Aerated Waters, and....a very nice surprise, Refrigeration. I believe this must be one of the very first books with mixed drink recipes, that addresses this subject matter.

This section discusses How to ice wines, Use of refrigeration, Patent freezing Jug, To ice water, To make snow ice, and Freezing and freezing mixtures. The Wenham Lake Ice Company, who first introduced commercial ice, is also mentioned. Temperance Beverages (tea, coffee, coffee drinks, cococoa and chocolate), and Essences and Spices Used in Making Cups, completes Part I.

Part II, “Cups, and Social Drinks”, commences with numerous historical references and quotes, which are quite informative. The extensive ,“Wine Cups” section lists all the religious concoctions, such as Bishop, Pope, Cardinal, Archbishop, Churchwarden, etc. Unfortunately the list of drink recipes are not in alphabetical sequence, so the Table of Contents must be your constant reference. And be aware that all Cup recipes are for bulk, or multi-portion servings.

Within the Wine Cups section are the recipes for Cocktails, and explanation what they are; “COCKTAILS are compounds very much used by “early birds” to fortify the inner man, and by those who like their consolations hot and strong. “Cocktail” is not so ancient an institution as Juleps, etc., but with it’s next of kin, “Crusta”, promises to maintain it’s ground”. Most cup recipes have very interesting combinations of flavors, and I wish I had the fortitude, no less the ingredients to taste these concoctions. Maybe in OBITS.



American Juleps, Sleeper, Locomotive, Hot Egg-egg, Baltimore Egg-nogg, Iced Egg-nogg, General Harrison’s Egg-nogg, Negus, Gin or Whisky Sling, Toddy, Brandy Smash, Hollands Smash, Cobblers, Nectar, Soda Nectar, Nectar for 90 in the shade, Spider, Stone Fence, Stone Wall, Rumfustian, Prima Donna, Hour Before, Ribs, Ching Ching, Tickle my Fancy, Black Stripe, Brandy Champerelle, Egg Flip, Floster, Brandy Punch, Knickerbocker a la Monsieur, Knickerbocker a la Madame, White Lion, St. Charles, Benson Hill, and others, are all included in this section.



This artwork was not in the book!

The *Champagne Cup, No. 7* recipe offers a unique combination, ie: Bottle of champagne, 1 pint of tea, gill of pale brandy, or Curacao; make an infusion of 1 oz. of *gunpowder* and orange pekoe tea, mixed, but be careful not to let it stand too long, or it will be unpleasantly strong and bitter, filter the decoction clear, to which add the brandy, and sweeten to taste; ice up, and add the champagne just before serving.

In the preface of this book, the author states: “In conclusion, he trusts that his manual of COOLING CUPS and DAINTY DRINKS may be found to convey much sound information on beverages of all kinds, and that it may deemed a not unworthy companion of the better class of works devoted to the pleasant topic of good cheer”. *May I say Mr. Terrington, well done!*

I believe this book is an excellent resource to have in your library, not only for the unique recipes presented, but also as a historical treatise of the drink industry in the late 1800’s. The book has been reproduced, and is in the market place at the nominal cost of about \$12/13.00.

Humor/Satire



“What a great day for a drive”. “No shit!”.

Barchives – History of the Cocktail Blender/ Mixer?

This brief, very simplified, informal “History of the Cocktail Blender/Mixer?” article could also be considered a history of the Frozen Daiquiri, as they do begin their *marriage* during this period. Credit has been given to Constante Ribalagua of the El Floridita Bar in Havana, Cuba for creation of the Frozen Daiquiri, but there are other elements at play in this bar tale.



In 1910, Chester Beach and Louis H. Hamilton formed the Hamilton Beach Manufacturing Company in Racine, Wisconsin. A year later they introduced the first drink mixer called the “Cyclone”, which had a small, lightweight, high speed motor, mounted on a 15” inch metal column, that had a metal spindle, and a 28 oz. metal can. The primary use of this mixer was to produce malted milk shakes (milk, chocolate, malt), the malt powder being produced by the Horlick Malted Milk Company, also located in Racine. In just a few years, these Hamilton Beach mixers were being used in just about every drug store soda fountain in the country. In 1922, an employee at a Walgreen’s Drug Store in Chicago, added two scoops of ice cream to the malted milk shake, and the drink began to be called the “frosted shake”, which became very popular. Soon after, numerous hotels in Cuba added soda fountains to their pool and beach areas, to serve these frosty drinks to the tourists.

At about the same time, the famous bartender Constante Ribalagua, who was employed at El Floradita from 1924 to 1952, had developed a reputation for making the finest Daiquiri’s in the Caribbean. His famous Daiquiri was actually a Daiquiri Frappe, originally made with rum, fresh squeezed lime juice, and sugar or simple syrup. The cocktail was extensively shaken until frost appeared on the shaker can, then it would be carefully strained into a tall, wine glass that had been pre-chilled with shaved ice. The cocktail became very popular during the 1920’s, together with the El Presidente and the Mary Pickford, due to the influx of American tourists seeking drinks during the prohibition debacle. His Daiquiri also became very popular at many of the hotels in Havana, where numerous bartenders were attempting to duplicate his specialty.



Due to the labor and time involved with making these Daiquiri Frappes, many bartenders attempted to use the Hamilton Beach Spindle Mixers to produce the drink, using extra spin time, but either the drink became too watered down, and/or the mixing can became too frosty and slippery to handle, so it was back to the basic process of making the drink by hand.

In 1922, a gentleman by the name of Stephen Poplawski created a liquefied blender, where the blades were located inside a small cylindrical metal container that was electric powered, could spin at very high

speed and agitate the ingredients into a slushy form. This blender was primarily designed for soda fountains, to mix various ice cream and dairy drinks, and was manufactured by the Arnold Electric Company, also located in Racine, Wisconsin, the headquarters for the Horlick Corporation. This new machine was perfect for making frosted (ice cream) milk shakes, and soon became quite popular in soda fountains world wide.

The Arnold Company dominated the market until they were bought out by Hamilton Beach in 1926. In 1932, the Stevens Electric Company developed a blender to liquefy vegetables and fruits, but soon realized the market was mostly driven by bar and soda fountain concoctions (see illustration), and consequently focused more on that market.



Supposedly these soda fountain blenders arrived in Cuba in the late 1920's, where the Sevilla Hotel in Havana installed a couple in their poolside soda fountain, for the purpose of making frosted shakes and malted milks. A couple of bartenders (who were tired of all the shaking necessary to make the Daiquiri Frappes), decided to try to make a few in the soda fountain blender. They placed ice shards in the blender, the Daiquiri ingredients, gave it a twelve to fifteen second spin, and poured it into a wine glass. Great, a faster method of preparation, a smoother taste, less ice chunks, and a more attractive presentation.

In 1933 Fred Osius then invented a more sophisticated blender, and sought financing from Fred Waring, the famous bandleader. But the blender still had some problems, and six months later Mr. Waring and Mr. Osius parted company. It wasn't until 1937 that the Waring Miracle Mixer Blender finally came on the market at \$29.75, a rather high price for the times, but it soon became the dominant blender in the industry. Needless to say, there were innumerable bartenders making the decision to freeze the originally Daiquiri Frappes with extra spin time, which resulted in a mélange of flavors, and more important, the brain freeze. So in retrospect, we really do not know who created the Frozen Daiquiri.

Old Liqueur Ads

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These ads were featured in the London Illustrated News in the late 1890's.

Cocktails and Drinks - Oscar Stars

An article by Michelle Locke, Associated Press, featured some very *creative* recipes inspired by this year's candidates for the Oscar's, and I believe a few of those recipes could be of interest to our readers.



For “Up In The Air”, an apropos cocktail from the early 1900's.

Aviation

1 ½ oz. Gin

½ oz. Maraschino Liqueur

1/3 oz. Crème de Violette (or Blue Curacao)

¾ oz. lemon juice, ¼ oz. simple syrup

Shake & strain into pre-chilled cocktail glass, twist of lemon peel for oil

Recipe from Charles Joly of the Drawing Room, Chicago

For “Julie & Julia”, a very entertaining film.

Vin Amer Fizz (wine, bitter, fizz)

2 oz. Rose Vermouth

1 oz. Apricot Brandy

½ oz. lemon juice

1 egg white, or equivalent amount of a pasteurized egg white product

Shake ingredients *WELL* to emulsify, strain into pre-chilled cocktail glass

Top with champagne

Recipe of Jackson Cannon of Eastern Standard Kitchen & Drinks, Boston

For “District 9”, a real neat Sci-Fi

Alien Cooler

1 ½ oz. to 2 oz. Julienned Cucumber

1 ¼ oz. Premium Vodka

¾ oz. Veev (or other Acai Berry Liqueur)

¾ oz. lime juice, ¾ oz. simple syrup

Pour the Julienned Cucumber into a 10 oz. tall, narrow tumbler. Add ice, Vodka, Veev, lime juice & simple syrup, fill with club soda. Stir to mix, add cucumber slice as garnish.

Created by Jon Ojinaga, Redwood room, Clift Hotel, San Francisco

The “Crazy Heart” creation is:

Southern Heart

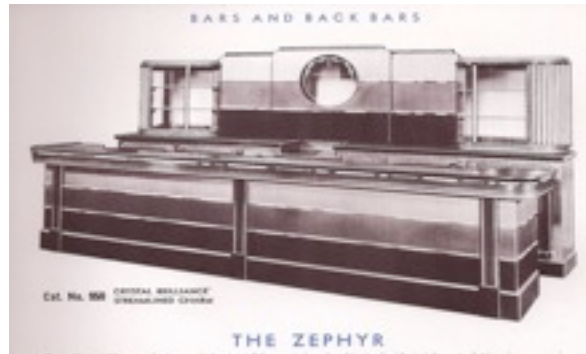
1 ½ oz. Bourbon

1 ½ oz. Elderflower Liqueur

¼ oz. lemon juice

Shake & strain into pre-chilled cocktail glass. Float rose petals on top

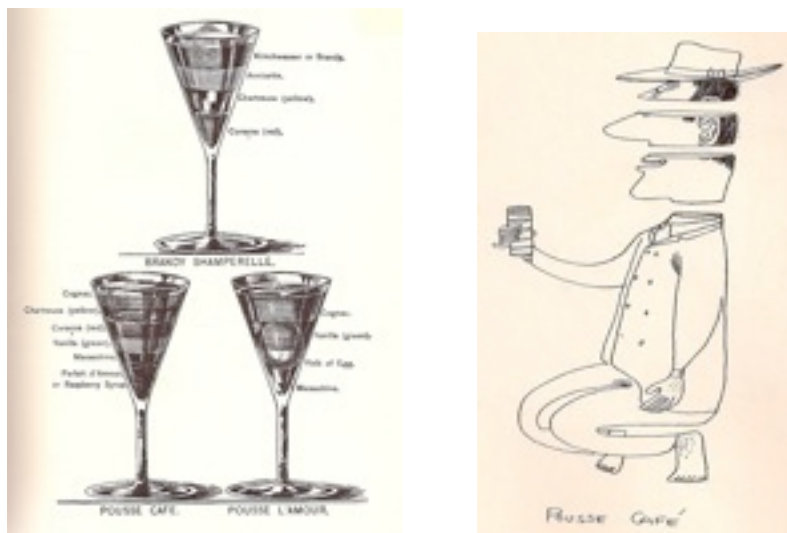
Recipe of Tara Shadzi, Skybar at the Mondrian, Los Angeles



Another Art Deco Bar from the Rapid Bar Equipment Catalog

Famous Cocktails – Pousse Café’s

With all the latest frenzy on Molecular Mixology and exotic ingredients, no less space age applications, wouldn't it be an interesting idea, and possibly a challenge, to resurrect the family of layered drinks? I could even imagine a baker's dozen tier of suspended spirits and liqueurs. Add to that the fun of determining the specific gravities of those products. Food for thought.



The illustrations are from *Harry Johnson's New and Improved Bartenders' Manual*, and *Bottle Fatigue*, by the great illustrator, Virgil Franklin Partch (VIP), who I first came across in the 1950's, in *True* magazine. I still have quite a few of Mr. Partch's books, and will commence featuring more illustrations in future issues of thebarkeeper.com, and some background on the author. It's great stuff.

In the 1930 *The Savoy Cocktail Book*, the author, Harry Craddock, listed a *Rainbow Cocktail*, which could be considered a challenge, to wit:

1/7 Crème de Cacao
1/7 Crème de Violette
1/7 Yellow Chartreuse
1/7 Maraschino
1/7 Benedictine
1/7 Green Chartreuse
1/7 Brandy

Use liqueur glass and pour ingredients carefully so they do not mix.

Bonne chance.

Last Call Cocktails – Classic and Weirdo

Classic Cocktails

From the 1895 book “*Mixed Drinks*” by Herbert W. Green

Phoenix Cocktail

1 ½ oz. Old Tom gin
3 or 4 dashes of Benedictine
3 or 4 dashes of Orange Bitters
Stir and strain into cocktail-glass

Chocolate Cocktail

³/₄ oz. Maraschino
³/₄ oz. Chartreuse (no color designated)
tsp. sugar
one egg
Shake thoroughly, strain in cocktail-glass

Mr. Green’s book, sub-titled “A Manual For Bar Clerks”, also included a section titled *The Bar And The Man Behind It*. Commencing in the May issue of thebarkeeper.com, we will include quite pertinent information regarding that position.

Weirdo Cocktails

Moaning Lisa (shooter)

2 oz. Stolli Vanil
1 oz. Cointreau
1 oz. Pineapple juice

Mexican Standoff

1 oz. Tequila
2 oz. prune juice
1 oz. Kaopectate

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A 1909 Wine and Beer Saloon ad.